Internship Report

On

Effective Brand Promotional Strategies on the Brand Value of VISAThing for Student

Prepared for:

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Date of Submission: 04th April, 2018

Effective Brand Promotional Strategies on the Brand Value

of

VISAThing for Student

Letter of Transmittal

4th April, 2018

Mayesha Tasnim

Lecturer

BRAC Business School

BRAC University

Subject: **Regarding submission of internship report**

Dear Madam,

I am glad to submit my Internship Report on "Effective Brand Promotional Strategies on the Brand Value of VISAThing for Student". I tried to comprehend all the areas related to this report and this has certainly enhanced my knowledge considering a practical orientation. I considered your remarks and instructions very carefully while preparing this report. I tried my best to follow your schedule, format and discipline.

I will be pleased to provide further clarification regarding this report whenever necessary. Your acceptance and appreciation would surely inspire me.

Thank you for your consideration.

Sincerely Yours,

_ _ _ _ _ _ _

Simin Sakiba Hoque

ID: 13304143

Letter of Endorsement

The Internship Report entitled "**Effective Brand Promotional Strategy on the Brand Value of VISAThing for Student**" has been submitted to Mayesha Tasnim, the lecturer of BRAC Business School, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration, on **4th April, 2018** by **Simin Sakiba Hoque, ID: 13304143.** The report has been accepted and may be presented to the Internship Defense Committee for evaluation.

(Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

_____

Mayesha Tasnim

Lecturer

BRAC University

Acknowledgement

This is me, Simin Sakiba Hoque, would like to express my heartiest gratefulness to every one of those people who encouraged me to complete my internship report and provided support regarding the topic, “Impacts of Effective Brand Promotional Strategies on the Brand Value of VISAThing for Student.” To begin with, I am appreciative to almighty for making this internship report possible. Secondly, I am very thankful to my academic supervisor Mayesha Tasneem, Lecturer, BRAC University, for helping me with direction and advice to finish my report. Furthermore, I want to thank my authoritative supervisor Suraiya Jabin, Business Operation Officer and Md Al Muttakin, Senior Officer, VISAThing for Student, for giving me all the essential data. Besides, I am additionally grateful to every one of the colleagues who supported and encouraged me all through the span of my job period consistently. Lastly, I feel fortunate for getting the support, supervision and guidance of my teachers, co-workers and friends who have helped me through my internship period.

Executive Summary

Living in a globalized world with rapid development of technology, today there is a greater movement in individuals throughout the world for studying, wanting to study in the other countries and VISAThing for Student provides professional consultancy and visa lodgeent services for those individuals to reach their destination in a legal and systematic manner. VISAThing for Student is a Premium & Transparent Visa Facilitating Center for Citizens of Bangladesh which offers Document Screening, Consultancy, Application Finalization taking the tension out of the clients' head and take over all the hassle of their visa application. VISAThing for Student delivers proper information to the students who want to go to abroad for higher education with professionalism. To create brand awareness and brand association with the brand VISAThing for Student basically use different kinds of promotional activities. Among promotional activities their Digital Marketing strategies are most popular in which they are emphasizing most at this moment. As a part of my internship program I have conducted query management through which I was able to connect with customers, Website modifications, and content creation for Business clients and in charge of the promotion of successful events. During my internship period I have gathered extensive knowledge on digital marketing. Through query management I was able to develop customer service relationship as well as strategy and financial management. Depending on my experience and field visit, it is clear that they are in a good brand position. But competitors having a good increasing market in Bangladesh, they should give more emphasis on creating a stronger brand in Bangladesh. For this they have to add more promotional activities which will helps them to increase brand image.

Table of Contents

Part 1: Organization Part 1

Company Background 1

VISAThing for Student: 1

VISAThing: 3

VISAThing Express: 4

Offroad Bangladesh: 4

Cookants.com: 5

Organizational Hierarchy 6

Part 2: Project part 7

1. Introduction 7

Rationale: 7

Background: 7

Objectives of the report 8

2. Review of related literature 8

3. Activities Undertaken 12

4. Constrains or Challenges 20

5. Lessons learned from the internship program 24

6. Conclusion 27

Recommendation 27

References 29

Appendices 29

Part 1: Organization Part

Company Background

Your Trip Mate Ltd. is a 'Business Innovation Hub' to create & implement innovative & excellent business models. It is a state-of-the-art travel technology and e-commerce solution provider for travel & tourism industry. The aim of Your Trip Mate is to facilitate travel industry with advanced travel arrangement process and function. A 360-degree international and domestic travel solution platform will be created in order for travel facilitator, travel agencies and end-user to get world class trip plan and travel reservation experience as part of the aim.

Your trip mate ltd aims to enter global travel industry to brand Bangladesh as a prime location for travel solution platform creation and travel destination. This is to complement the 'Digital Bangladesh' and 'Beautiful Bangladesh' campaign of Government of Bangladesh. The areas of expertise of Your Trip Mate consists of E-commerce as its 1st expertise with 15 clients, IT as its 2nd expertise with 5 clients and telecommunications as its 3rd expertise with 1 client. Your Trip Mate has 35 employees as its human resource and 17 and 10 employees in its IT resources and ITES resources department respectively. Currently, they are working on 'Digital Inclusion' for different sectors of Bangladesh and gradually moving with our concurrent initiatives along with upcoming projects to facilitate the future Bangladesh.

Five distinct projects are currently ongoing on Digital Inclusion for different sectors of Bangladesh-

VISAThing for Student: I assigned for this wings of Your Trip Mate "Visathing for Student" is assistance provider for persuading customized as well as consultancy services regarding admission and visa processing. They also process student visa and behalf of the students on those countries which have no embassy or consulate office in Bangladesh.

Mission statement: Their mission statement is "Enabling your better future by becoming the application center for visa application lodgment and the way who wants to pursue higher education."

Vision statement: Their vision statement is "We are planning to enrich our box of information by adding more offbeat countries so that students don't need to confine their dream in limited countries".

Purpose:

- There have been a lot of misconceptions and confusions resulting from the information gap when it comes to studying abroad. So, more often than not, admission in a foreign university and processing visa for that country seem more difficult than it actually.
- At times, missing documents, inadequate supporting documents and inappropriate approach lead to visa rejection, waste of money and time and above all stress the applicant out mentally. These unfortunate events often hamper the academic and professional growth of youngsters of Bangladesh.
- VISAThing for student started its journey, mainly to transform the path of studying abroad, bring transparency in this field to help the young minds.
- They are working towards building a complete information hub for the people who want to pursue higher education abroad. They hope that it will eliminate the information gap. Besides, we've build a dedicated team of consultants to guide the students further.
- One of their special service is to assist students to process their visas for countries that don't have embassy in Bangladesh.
- VISAThing for student will keep working towards enabling a better future for learners, researchers and education enthusiasts.

Services:

End to End services: End-To-End Support is for the students who are planning for going abroad for higher education but do not want to take any stress while applying in foreign universities and in the application for visa. It is a complete package for the students where we will assist you from university selection to visa application submission at the embassy. They will help you to choose the right university and course based on your academic background. Students have to do is to provide us the required documents on time. We will process your application. At a glance they are doing

- University and course selection

- Admission Assistance
- Visa Assistance
- Visa Application Lodgement

Consultancy: "VISAThing for Student" provides personalized consultancy services for almost all the countries around the world as per the applicant's exact need. Though applying in foreign universities as well as for visa is quite normal for some students, they may also face difficulties on certain parts while applying to foreign universities or to the embassy for visa as the rules and regulations vary from country to country and university to university. In most cases, it also defers from applicant to applicant. If students face any difficulty with their application while applying to university or with visa application and need any kind of partial support, this service is for them. Services under consultancy-

- Information
- Visa consultancy
- Admission assistance

Visa Application Lodgments: If students have already completed the foreign university admission and need to apply for visa, then they can pick our support for visa application lodgement for the countries where in-person application is not required. What they need to do is to submit all the required documents for your visa application, VISAThing for Student will get their application to the embassy whether it is in other countries or in Bangladesh. After the visa decision, the organization will retrieve the student application back. Core activities of this service is-

- Visa Application submission
- Passport submission

VISAThing: Getting a visa before traveling is an unavoidable and difficult task to accomplish. This is because proper information is not often available. Furthermore, out of 200 countries, only 45 countries have embassies in Bangladesh. Bangladeshi citizens have to go to a third country like India or Sri Lanka to process visas for those countries. VISAThing! Brings the ease and

convenience of processing visas for more than 70 countries which do not have embassies in Bangladesh. The need to go to a third country is eliminated; instead one can apply directly from Bangladesh through our office. VISAThing also has a database of visa information for over 200 Countries in their website for Bangladeshi nationals. They provide three main services:

- **Visa Information:** Visa information for over 200 countries for Bangladeshi Citizens are maintained in a database. All the information is on the portal. All the information is focused to serve travelers for business & visit purposes.

- **Visa processing/Logistic support:** For the countries which do not have embassies in Bangladesh, this support is provided for processing visa for over 70 embassies in New Delhi through logistic services.

- **Visa consultancy:** The premium visa consultancy is done for over 150 countries in a 360degree approach. A proper background and travel history check is performed to provide accurate consultation. The consultancy services include studying background and travel history, creating checklist based on profile merit, identifying loopholes in the processing and eliminating those and preparing the best visa application process.

VISAThing Express: Visa seekers often have their visa refused without any reasonable cause. They may have applied by themselves or by a third party and got a refusal. We have seen, for almost 80% cases, the refusal happens for incomplete visa application; usually for not knowing the proper application system. The challenge for VISAThing! Express is to cater proper information to the visa seekers along with providing a comprehensive one-stop processing support where the reason of visa refusal can be minimized in a maximum level with professionalism. VISAThing! Express also provides visa processing/ logistic support and visa consultancy services.

Offroad Bangladesh: The Offroad Bangladesh concept was first drawn on the mid of 2013. It planned to build a crowd-source based online platform with a proper guide for any traveler who wants to explore Bangladesh; not only the places, but also the other activities relating to travels.

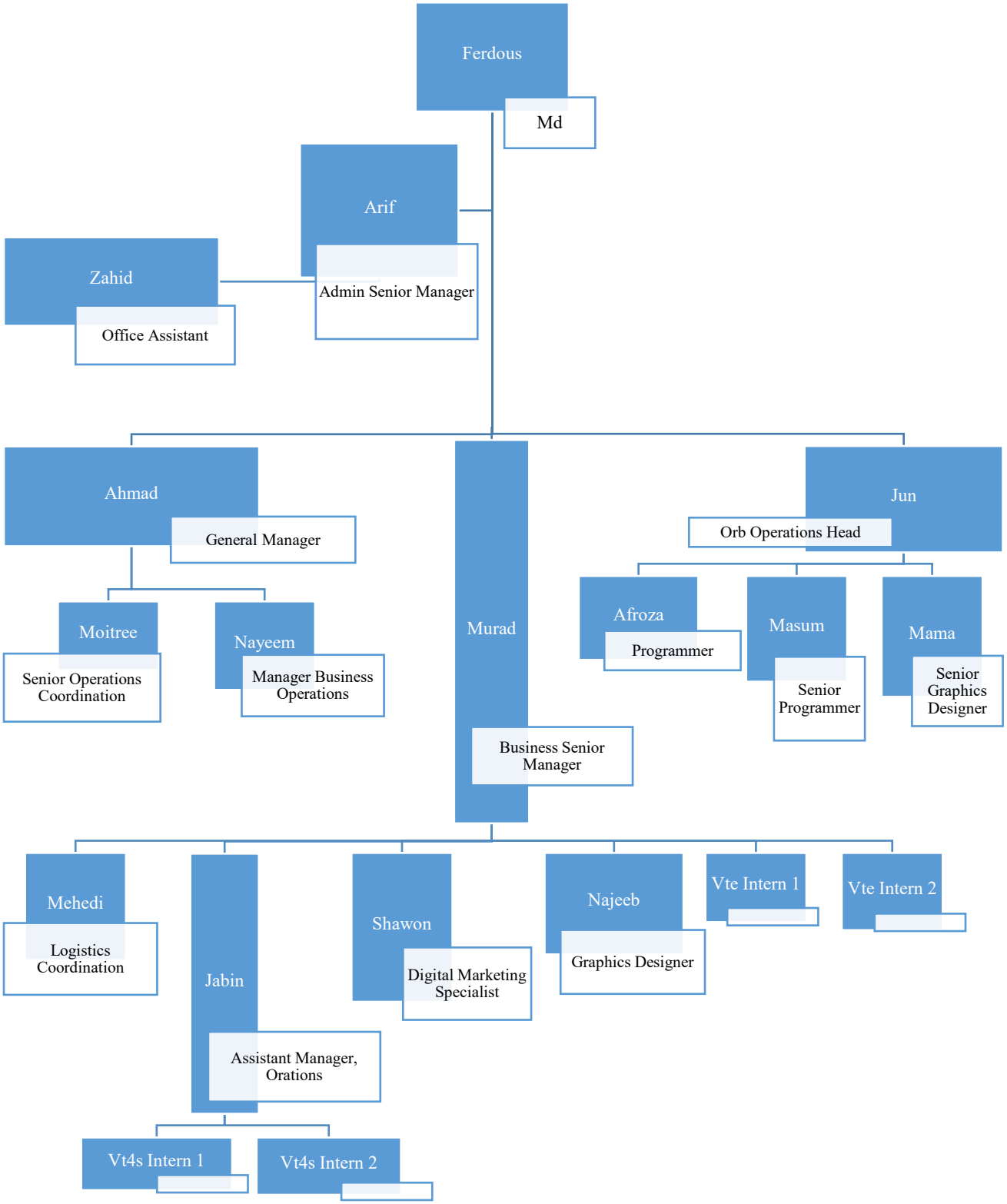
With an intensive research of six months, the team reached their expectation and started their project activity from January, 2014. They are always devoted regarding designing our activities & services to match the people's expectation. Offroad Bangladesh offers to the best traveling experience in Bangladesh. They want you to explore the 'Paradise Nation' with a chance to take in our natural beauty. They offer the crowd source based tourism facilitation hub, aim to bring every element to describe the beauty and diversity of Bangladesh for various interest groups & brand Bangladesh as a travel destination. This is a virtual and physical travel community where people can interact with each other, share their thoughts and also contribute to showcase the pride & uniqueness of their locality.

The vibrant team of Offroad Bangladesh is working to promote Bangladesh by engaging its people and community. It's an ultimate platform for all travelers with all the updated information about the places to visit, nearest hotel and places to roam around. Along with the promotion of Bangladesh and its ancient land, it creates an accessible way for local and international people. To make this happen, Offroad Bangladesh is conducting a vast research on history, culture, food, festival, community, business and all the other commentaries that represent Bangladesh from its root. Wherever you want to go for a visit at any location, place or destination, you will find all the local information with suggestions with one single click. It can be the information of a local restaurant or history of any tourist places.

Cookants.com: A promising Food tech startup that bridges the connection between the Home-Chefs and the Food Lovers who are craving for home-made foods. Their dedicated Home-Chefs are preparing food by the best ingredients using healthier cooking methods at their own home kitchen. For reaching out to customer, they maintain a well-trained delivery team. 4 simple steps constitute the process in Cookants.com:

- Search
- Choose
- Pay
- Enjoy

Organizational Hierarchy



Part 2: Project part

1. Introduction

Rationale: "VISAThing for Student" is one of the wings of "Your Trip Mate". I am assigned as intern for this sector as this is new in the market and still it is establishing and developing its brand in the market. This wing is in new phase, though they are already working but they need to develop their brand strongly in the market. Interesting part of working with this sector is every day I am learning and implementing new things what I did not do like making idea to enhance the brand, how to develop the brand, official page handling. It is like I did the course about branding and now I am practicing those things and implementing those things. Another interesting part is this is the perfect place for increasing communication skill through the communication with clients and other agencies.

I took this report topic because "VISAThing for Student" is in phase of brand establishment and resonance which is very challenging and innovative as the need to create place in the market and need to reach into the people mind. This topic is very important because this is the report which is the story like how a consultancy firm is developing them day by day into the market. In addition it can be the example of every marketing students that how to academic learning are implementing into the practical field and about the challenges, risks and success. Moreover, it can be useful to other companies which are new or will wants to enter into the market and by their strategies of brand management.
Bangladesh.

Background: It is an obligatory requirement for the completion of BBA program, BRAC Business School, BRAC University. And accordingly within the internship period, "VISAThing for Student", I find the report work area marketing and brand strategy and value of this company recommendation and close supervision of my internship supervisor Mayesha Tasnim. The intern supervisor helped me to find and work on the topic: "Effective Brand Promotional Strategies and Brand Value of VISAThing for Student".

Objectives of the report

Main Objective:

- Main objective of this report is to find out the branding strategy and promotional activities of "VISAThing for Student".

Specific Objectives:

- To know about overall overview of "VISAThing for student"
- To determine the strategy of establishing the service
- To determine how to set up the brand into audience mind
- To determine institution's unique initiative
- To know about their digital marketing
- To identify their promotional ratio
- To give necessary suggestion which can be useful for them

2. Review of related literature

Brand

A brand is a name, term, sign, image, plan or a mix of them planned to recognize the merchandise or administrations which separate administration or item from each other. Brand is the substance or guarantee of an administration or item what will be conveyed. Brand implies view of the administration or item. In another word, mark considers as the thought or picture individuals have at the top of the priority list when pondering particular items, administrations and exercises of an organization, both in a viable and enthusiastic way. It is consequently not only the physical highlights that make a brand yet in addition the emotions that buyers create towards the organization's item or administrations.(2014).*The Branding Journal*.

Branding

Branding is the greater part of the approaches to set up a picture of organization clients' eyes. By building a site that depicts what offer, planning advertisements that advance merchandise and ventures, choosing particular corporate that will be related with organization, making a logo, and

including it over all online networking accounts, marking of an organization. That is the method for molding how and what individuals' impression of business are.(2014).*The Branding Journal*.

Brand Awareness

Brand awareness is the degree to which clients can review or perceive a brand. Brand awareness is a key thought in buyer conduct, promoting administration, mark administration and procedure advancement. Brand awareness is the level of buyer cognizance of an organization. It quantifies a potential client's capacity to perceive a brand picture, as well as connect it with a specific organization's item or administration. Brand awareness is best spread through both inbound and outbound advertising endeavors. At the point when rivalry in an industry is high, mark awareness can be one of a business' most prominent resources. (2018, Brand Awareness, Track Maven).

Brand Value

Brand values are the center esteems spoke to by a brand. A brand value is something for which consumer fundamentally buys an item or not at a top-notch cost. In a word, mark value is something for which clients will pay premium for their obtaining item or not. The net present value or the future estimation of the money streams that are inferable from the brand name or brand identity is known as brand esteem. A brand is an elusive resource of a business, and aides in separating between an organization's book esteem and market value. The distinction is for the most part inferable from the 'brand'. Brand value is otherwise called mark value. (2008, Brand Value, MBa Skool.Com)

Brand Equity

This is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more revenue simply from brand recognition; that is from products with that brand name than from products with a less well-known name, as consumers believe that a product with a well-known name is better than products with less well-known names. (2003, Keller, K.L. 'Strategic Brand Management,' New Jersey: Prentice Hall)

Brand Equity Pyramid

Brand equity is based on a hierarchy of brand assets, including awareness, feelings of familiarity, brand image, interest in purchase and/or investment, and customer loyalty. The brand pyramid is described below with diagram-

Salience: It's the ability to link the brand logo, symbol, and so forth to certain associations in memory. In particular, building brand awareness which helps customers to understand the product or service category. It also ensures that customers know which of their needs to brand-through these products- is designed to satisfy.

Brand Performance: Brand performance describes how well the product or service meets customers' more functional needs, how well does the brand rate on objective assessments of quality, to what extent does the brand satisfy, aesthetic and economic customer needs and what's in the product or service category. Customer's view performance through some elements and this are-

- **Reliability:** Reliability means consistency of performance over time and from purchase to purchase.
- **Durability:** Durability is the expected economic life of the product.
- **Serviceability:** Serviceability means the case of repairing the product if needed

Brand Imagery: Another important stage is brand imagery. Brand imagery actually talks about that kind of image which is achieved by the brand. In short it is actually related with the true brand of the brand.

Advertising: Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.

Brand Loyalty: Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future from the same brand, regardless of a competitor's actions or changes in the environment.

Brand Judgments: Brand judgments are customer's personal opinion and evaluation of the brand. Customer may make all type of judgments but following four are important:

- **Brand Quality:** Brand attitude are customers overall evaluations of a brand and often from the basis for brand choice.
- **Brand Credibility:** Customers may also form judgement about the company or organization behind the brand.
- **Brand Consideration:** Favorable brand attitudes and perceptions of credibility are important but not enough if customers don't actually consider the brand for possible purchase or use.
- **Brand Superiority:** Superiority measures the extent to which customers view the brand as unique as better as other brands.

Brand Feelings: Brand feelings are customer's emotional responses or reactions to the brand. The emotional evoked by a brand become so strongly associated that they are accessible during product consumption or use.

Brand Resonance: Brand resonance describes the nature of this relationship and the extent to which customer's feelings with the brand. Here comes the Brand Loyalty, which indicates repeat purchase but it is not sufficient for resonance to occur. More than behavioral loyalty some time

resonance requires strong personal attachment. A strong sense of community among loyal users can engender favorable brand attitudes and intension.
(January 12, 2018, Hitesh Bhasin, Keller's Brand equity Model – CBBE Model by Keller)

Brand Strategy

When a firm mobilizes with a purposeful brand strategy that informs and guides the behavior of every person in every office, the brand will stand apart as a top choice for clients and talent alike. Investing in the brand strategy is the most valuable investment for the firm will make. Four things need to keep in mind during brand strategy-

- Overreaching Brand Story- everyone need to aware about the story behind making the brand, so that they can understand the importance of the brand. It is very important to set up the brand motive to the employee's mind to works according that which will help to establish the brand stronger.
- Evaluate a market strategy that addresses the top target audience- finding the market gap or the people wants and need in the market then brand strategy should make. If any brand strategy can be attach emotionally with the consumer that will be more successful in the market.
- Develop an Internal Behavior Guide- there need to have a brand goal or structure based on what employee can do works. Every employee has to be clear about the brand goal and need to take their everyday steps towards the brand.
- How people will feel about the brand- before making strategy it has to be in mind that how people will feel about the brand and how they will adapt the brand. There should be a strong way to give brands motive and goal to the consumers.

(2018, Why Law Firms Need Brand Strategy)

3. Activities Undertaken

VISAThing for Student is an educational consultancy firm which helps students to choose countries and universities according to their profile and they also do visa consultation and visa processing activities. For that they need every kind of information about countries, universities

and visa related information. “VISAThing for Student” is focusing on their website development and the digital marketing through the social media.

I assigned into the segment for assist my supervisor to create the brand value by doing promotional activities and doing research about the countries, universities and visa related issues. In addition I am working on brand planning which will take the brands into the customer. For an example we arranged an event at last month to “free spot assessment of UK” in which we invited regional officer of British Council to do the asses of our guests (students) academic documents. Here are the three kinds of task I am doing in my organization.

Work Related

Following activities are actually my core responsibilities in the organization:

Query Management: After giving posts in the social media people give comments and doing questions about the information and also gives message to our page to seek their desiring information. So, all the incoming queries in the Facebook like in the comment or in the messages I am handling that means I am answering all the queries and suggesting to give calls and visit our website.

Inviting People: In our page after giving posts or boosting our post many people who like or saw the posts. Among that some liked our page and some are not. So, based on three or four days it is my responsibilities to invite people to like our page.

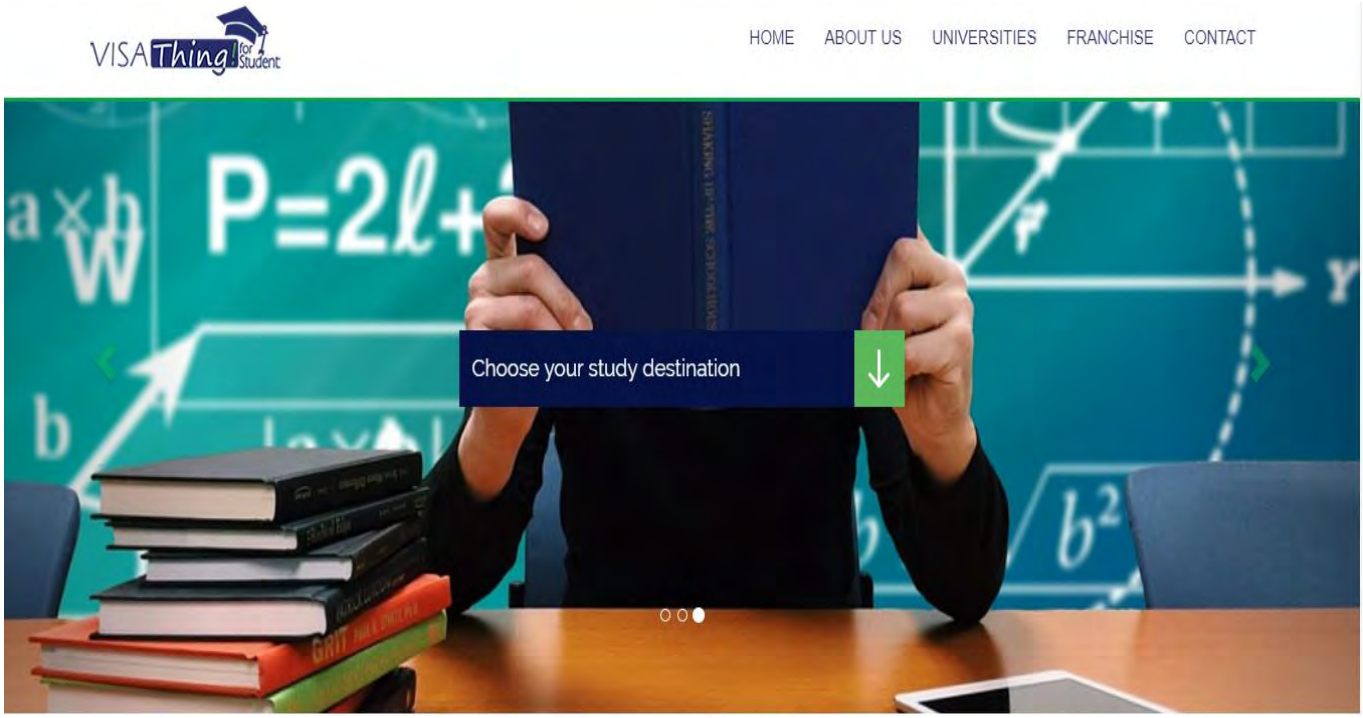
Gather Information: When I joined there were thirteen countries that “VISAThing for Student” works for but now there are 30 countries and, in our webpage, need to give at least four to five universities each country contains. There is a standard information gathering format for universities, countries and visa related things. So, I am gathering universities information according to the format which will be added into the web page.

Collecting Pictures and Data: Along with the university details I am collecting pictures of every university and country as well as according to our web page requirement. There are many clients with different profile so I collect basic data for my supervisor like in which university is appropriate or in which university has client's desire courses, living expense, IELTS requirements.

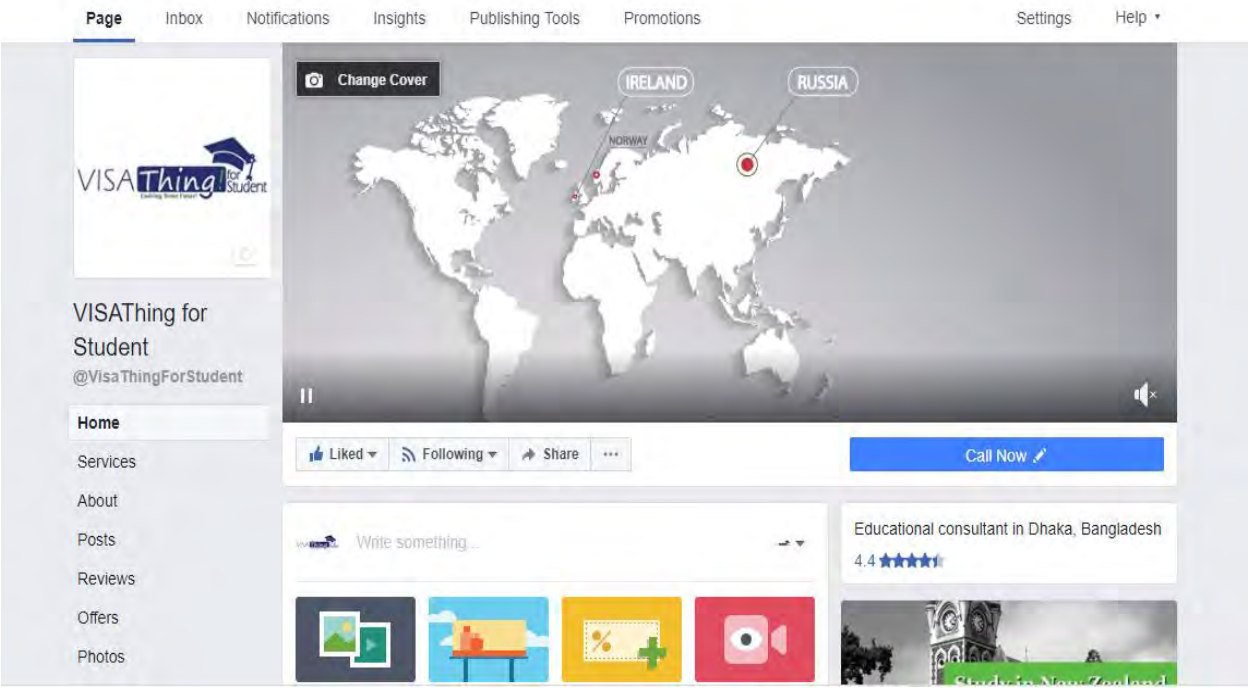
Digital marketing

Digital marketing is the voice of any company which send out brand's message loud and clear to the audience through electronic media. The fastest bridge of reaching people is digital marketing. There is no brand or company who does not do digital marketing. In fact, nowadays some services are reaching towards people by doing digital marketing rather than traditional marketing. "VISAThing for student" is one of them which are doing digital marketing for entering into the market. The mainstream of doing their promotional activities is web page and social Medias. "VISAThing for student" is much active in the digital promotion everyday basis. They are using following tools of digital marketing-

Web Site: "VISAThing for Student" has own web page. The link of their web page is http://www.visathingforstudent.com/ in which they are giving more focus as they believe that if website is not strong enough then they cannot enhance them in the market strongly. Every day we are working on webpage. They arranged the webpage by high and eye-catching pictures and gave information's by country basis in different tabs. In addition, they take appointment through the webpage. Moreover, in the webpage every information like services, service charges, which country they are working for, which university is good at specific countries, etc. They are maintaining very clear way to give information's. There is a digital marketing officer who always gives concern about the ESO rates, how much traffic are in the web page and how much people are bouncing from there. "VISAThing for Student" actually by their organized web page want to grab attention of the people as many clients or student come from the website marketing to them.



Facebook: Another main important promotional platform of "VISAThing for Student" is Facebook. Every day in Facebook there are post schedules for one time or two times based on the countries unique selling point, universities intakes, IELTS based posts, tuition fee-based posts. In addition, in every occasion or in special day they are giving posts based on that and are being connected with the audience. For an example in the last match of Bangladesh cricket we made a poll to engaged people into our page. Without their service or necessary posts, they also give some posts for engaging people like study tips. They have more than 20,000 likes on their page. Always "VISAThing for Student" active in Facebook. For an example, I have the responsibilities of handling of query which comes from the Facebook message or in comment section. After office or in weekend I need to handle this so that clients don't need to wait for their query. Not only posts and another thing the firm invite people or students through the Facebook. They are always updated in Facebook.



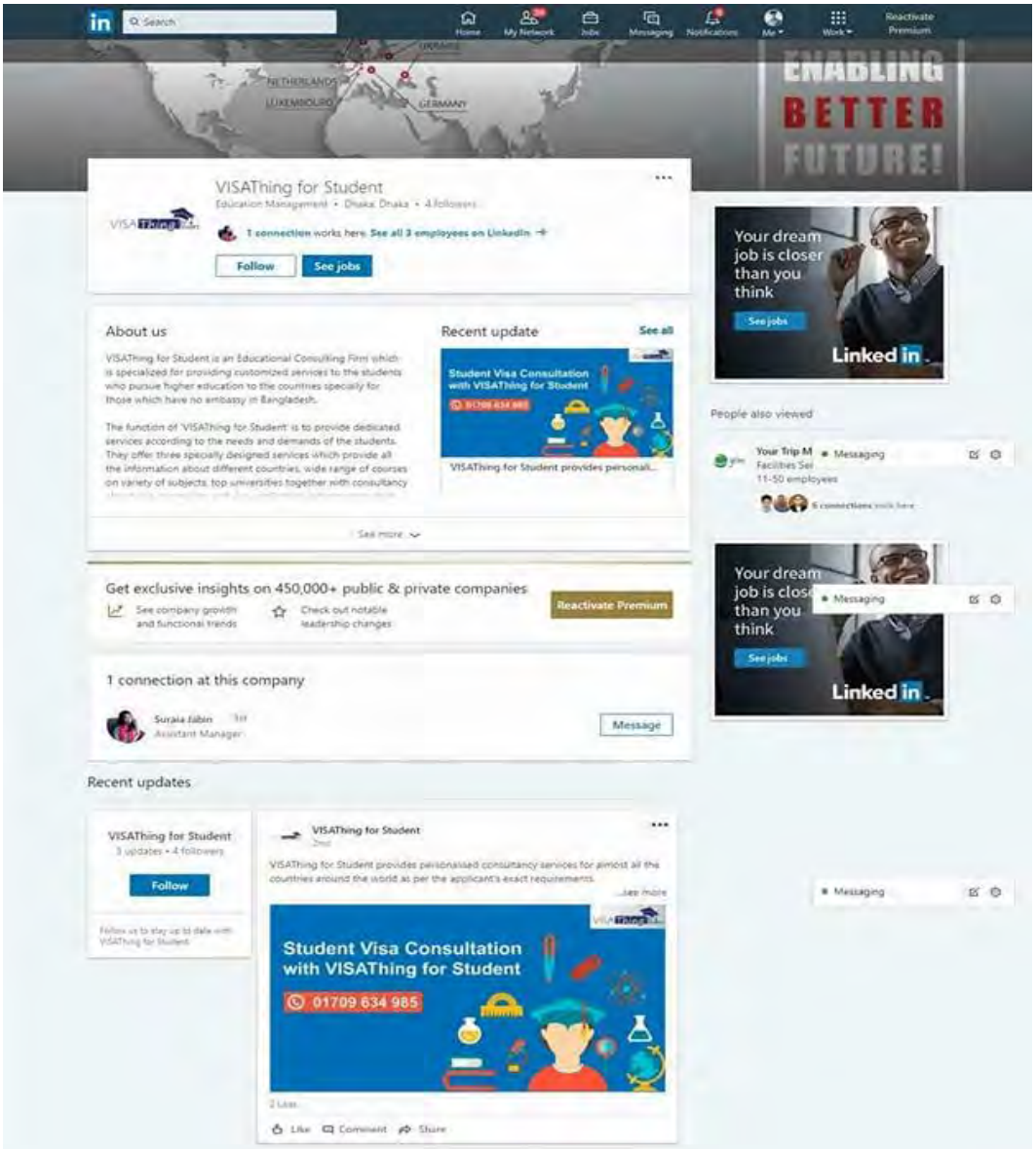
Instagram: "VISAThing for Student" is planning to active in the Instagram as well because after Facebook this is the strongest promotional point at present. Already they opened the account, in few days promotional activities on Instagram will be started.

YouTube: They do not have any specific channel for their own but videos which make for the Facebook post sometimes they share on that.

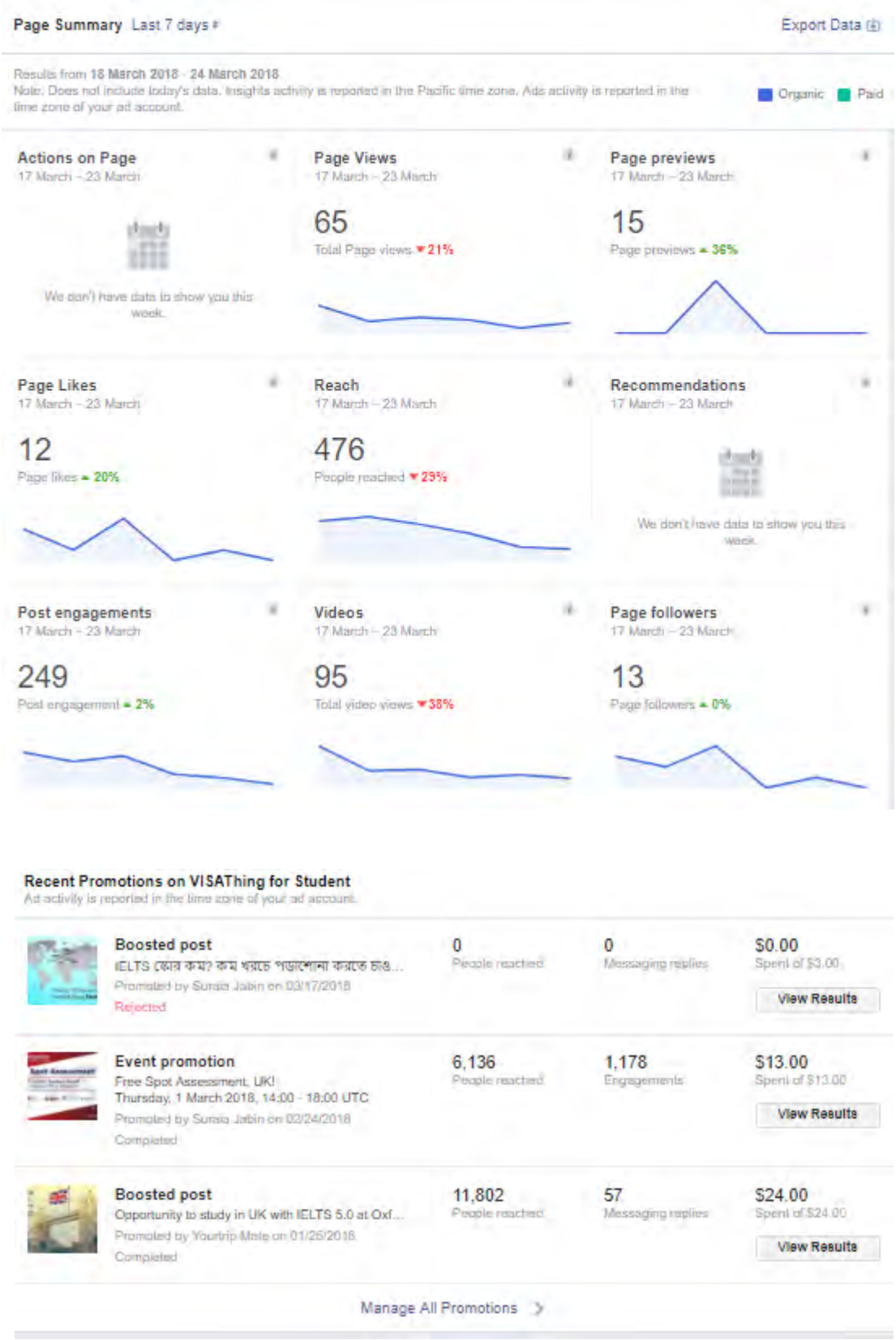
Blog: "VISAThing for student" opened a Facebook blog to gather students and making it to give their posts at there. It is like community that every kind of educational topics about abroad and visa related issues will be discussed there. It is also the initiative to set the name into people mind.

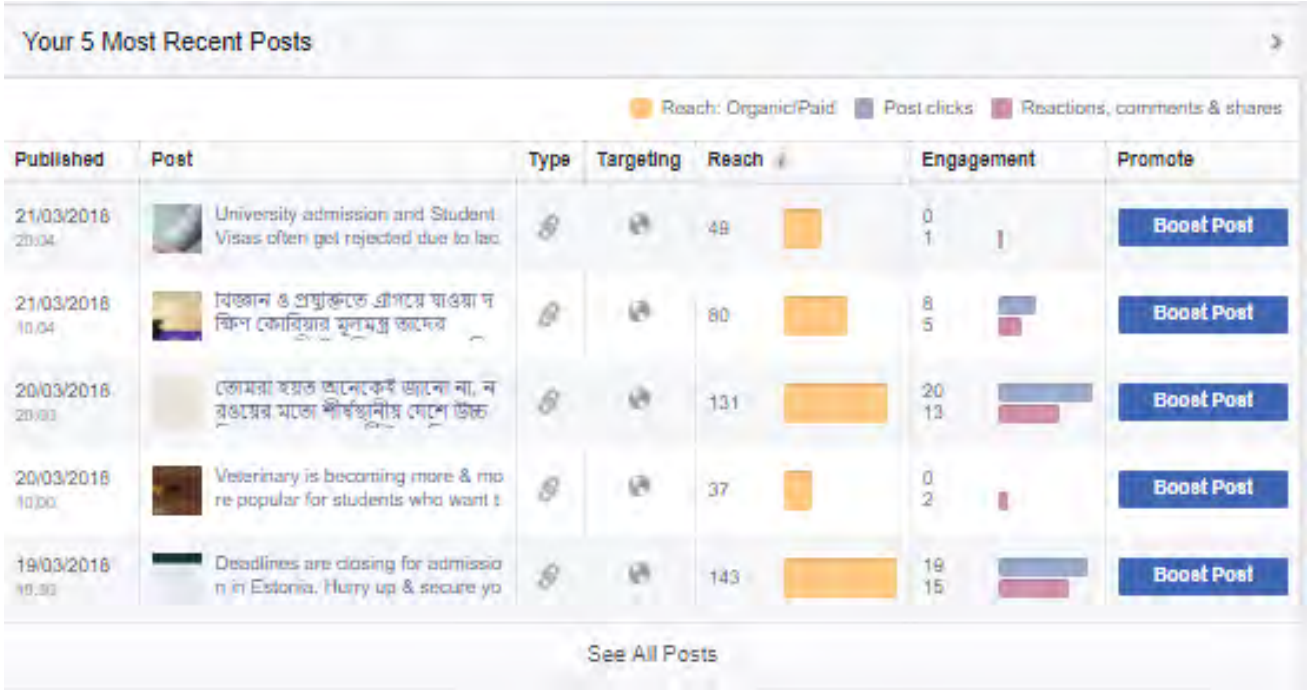
LinkedIn: In LinkedIn "VISAThing for Student" is updated. Weekly 2 or 3 posts are giving there to communicate with people or letting people know about them. With the normal posts they also give vacancy post through the LinkedIn. They use this platform to attract the professional

people if they need the service and if any agency who needs visa lodgments process as they are working on that countries which embassy is not in Bangladesh.



Example of Digital Marketing - Official Page Summary



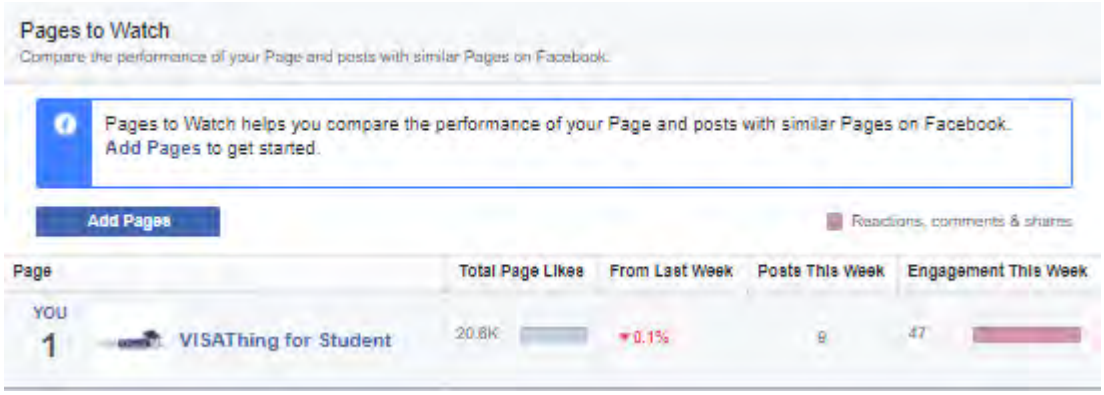


Your 5 Most Recent Posts

Reach: Organic/Paid | Post clicks | Reactions, comments & shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
21/03/2016 20:04	University admission and Student Visas often get rejected due to lac			49	0 1	Boost Post
21/03/2016 10:04	বিজ্ঞান ও প্রযুক্তিতে এগিয়ে যাওয়া দ ক্ষিণ কোরিয়ার মূলমন্ত্র তাদের			80	8 5	Boost Post
20/03/2016 20:03	তোমরা হয়ত অনেকেই জানো না, ন রওয়ের মতো শীর্ষস্থানীয় দেশে উচ্চ			131	20 13	Boost Post
20/03/2016 10:00	Veterinary is becoming more & mo re popular for students who want t			37	0 2	Boost Post
19/03/2016 19:30	Deadlines are closing for admissio n in Estonia. Hurry up & secure yo			143	19 15	Boost Post

See All Posts



Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Pages to Watch helps you compare the performance of your Page and posts with similar Pages on Facebook. Add Pages to get started.

Add Pages

Reactions, comments & shares

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1 VISAThing for Student	20.6K	▼0.1%	9	47

Organization Wide

- Events organize and management- there is some common event for the whole organization like there were 3 events after I joined in the company. One is “free consultation over the phone”, “Free Spot assessment for UK”, “Women’s Day celebration”. There was a 4-member’s team to organize the events along with me. From planning to implementation, we organized and managed the events. For an example I invited around 200 people to join our events made the invitation list and listed the potential consumers of us after giving the service, attended them.

- Report making- there is a rule to submit whole marketing plan for one month in which day we will promote what. In addition, every week there is meeting to see the progress of the team. I assist my supervisor to do that in basic phase like make the reports of meeting and the progress report of the week. Giving ideas about the consumer involvement. For an example I gave an idea to target HSC students who wants to go abroad for their higher study after the exam. So we are planning to give some handy things like printed routine or desk routine to them for taking our brands to them.

Other relevant activities

- Content writing- everyday in a week more or less post is posting in the face book page. Sometimes need to make the content to share the post according to country's USP and other things like priority list of countries and which intakes are when.
- Inviting people- for event always need to invite people through messages and email. It is occasional activities but this will continue to know people about our services.
- Call receives- there is a hotline number for incoming queries. Many students call to know about different kinds of information into the phone. It is also like a temporary or occasional works. If my supervisor is in meeting or in leave then responsibility of call receiving upon on me.

4. Constrains or Challenges

Every organization has some challenges or problems. There is no institution which does not face problems. "VISAThing for Student" is in new phase so that they have some obstacle also that I observed during my internship program. They are-

- Less human resource- during working I observed there is less human resource rather than they need. In my sector which is related students has 3 employees including me and another intern. We also have 2 other common employees who are working for graphics design and web development part but the problem is they are working for other four wings of "Your Trip Mate" also. So it is difficult to manage all the wings work for one

person. Sometimes it is also difficult to manage time for our sector in that case need to wait for many days to get the works as they are busy with other works also. For an example, we need banner almost every day but it seems that we don't get banner every day as designer is busy with other works. In that case it hampers the marketing planning schedule.

- Location- as it is in Mirpur DOHS. For clients it is little bit difficult to come into here as he or she is not from Mirpur. It is far from the people who are not living in Mirpur. Sometimes clients complain about the locations.

- Office space- office space is small as all the segment of the "Your Trip Mate" is in one office space. Often it happens that clients from another segment come at one time, so that it is difficult to give a comfortable space to the clients. There is no comfortable space for clients in which they can share their case easily.

- Internet speed- basically all the works of student part are depended on the internet. Internet is the interrupting part of works is here. Sometimes internet is being slow for all the day, in that case it is hampering works a lot.

- Time management- after 9 hours office there are always some works of office which I need to do at home like query management or if there is any kind of deadline. So, it is very difficult to write the report among this strict timing of office.

Academic Preparation

There were five courses we did in marketing major. They were consumer behavior, brand, service marketing, marketing research, international marketing. According my internship program it is like that among five major courses almost four courses learning I found in my works. As "VISAThing for Student" is the consultancy firm or can say that it is under in-service marketing, moreover it is in under brand development phase, so there was no mismatch between

operational functions of the organization with my academic preparation. It is like my training or practicing period what I learned before this is the time to implementation.

Preparation according to the major courses-

- **Consumer Behavior:** Consumer behavior is the course to read the consumer mind or understand about the consumer need or creating the opportunity for consumer. It is also about the marketing activities according to consumer behavior. In a word it is about to do marketing activities based on the consumer need, demand and value. So in this organization "VISAThing for Student" it is all about to understand and creating services for students. In that case it is always obvious to understand their cases and give services according to their needs and demand. Every marketing activity are also need to make based on how consumer will adapt that easily, how they will find us in a better way. What I learned in this course most of the theory like core components of marketing, consumer adaptability of the service or product and buyer decision behavior and marketing mix is applying in the organization to grab and attract the consumer towards the service.

- **Brand:** Brand course was about the whole branding strategy from core strategy of branding to how to enter into the marketing to make the brand value and maintaining the brand value in the market. If I explain briefly about the brand course, there was brand building strategy, brand value, brand elements, brand planning, brand resonance, market performance, etc. As "VISAThing for Student" is in the brand establishment phase, so all the theory I learned in the branding course are implementing here like brand strategy is creating for the student part and also there are strong planning to do marketing to interact with the people. As establishing branding is the name of how the service what is the uniqueness of the brand is and how they are giving the service to the consumer or students. In addition, "VISAThing for Student" is always aware of the adaptability or how much students are reaching to them. They are focusing mainly in the promotional activities to enter and create brand value into the market.

- **Service Marketing:** Service marketing is all about to service development and design, relationship marketing, elements of service marketing, unique selling point which makes the service unique in the market, integrated service marketing communication. Service marketing actually the mainstream of making the value about service in the market and set up it into people mind. "VISAThing for Student" is the service providing institution in the market by their three kinds of services. They are giving service in the market from one year and only based on their unique selling point that they are providing services for those foreign countries which embassy is not in Bangladesh. They are focusing to develop their services more and more. For an example they are adding more countries for students where they want to go but for the embassy problem cannot go. They are maintaining relation with consumers by follow up list, after one month they connect with all the people according to call record to identify the potential consumer or to make them remember whether they want to take the services yet or not. In addition, "VISAThing for Student" is doing integrated marketing communication through the email, messages and by their posts in different social media.

- **Marketing Research:** This course is about to do the research about market gap, about their services that what need to add up and how they can do better performance in the market. Moreover if any new things will come into the market about the things need to full research. "VISAThing for Student" did research on the market gap in that sense that they introduced their service according to market gap as which agencies do not have in the Bangladesh. Moreover, every time before adding new country or its university's full details, they are doing research on that deeply because they cannot add it before they don't know about it fully. In that case they are using primary data and secondary data as they are connecting with foreign embassy and universities as well; on the other hand, by internet they are doing research for more information.

Additional things along with courses what I am learning into the internship programs-

- Computer based activities- it was not in my courses but I am learning practically in the internship program many things that how to create call records, data collection format, activities about making banner, about the tools of doing posts.
- To drive an official page- as I mentioned before I am the editor of the Facebook page. I did not have any experience about that before. I am learning how to give posts, how to boost posts, content writing, make concepts, invite people and query management of the page.
- Call receives- communication with clients through the phone I did not have any knowledge about that, but now I am attaining phone calls and communicating with clients through the phone.
- Professional works- this is the first experience for me to do the professional works in the professional environment through the internship program which was not in the academic curriculum. This is the life time experience which will be effective for my future career.

5. Lessons learned from the internship program

Internship program is the place to learn about many types of lessons, knowledge, skill, behavior and practices. It can be said that this is the opportunity to implement and learn all those things practically. With implementation this is the opportunity to acquire knowledge and skills. This 3 months internship program mainly prepare us to go into the job field. It is the little bit experience and training session to learn how are the things can be in future and how can be the professional things could be. Among these things internship program helps us to develop our skill of works. There are mainly two types of learning one is organization based another is from internship program of university.

Observed in the organization: let me say first what things I learned from my organization then it will be easy to understand what skill need here for future-

- Communication skill- it is the most important thing in any kind of job which I am learning from "VISAThing for Student". It is a service provider so it is very necessary to communicate with their consumers or clients. So, it is like a learning center to me to

develop my communication skill through the activities among here. It is not only with the clients it is the opportunity to learning how to communicate with collogues and seniors. Not only communication but also in which situation what should behave that also the most important learning from here.

- To know about many countries- it is the great opportunity to know about the different region among the world. As my core responsibility is to find out all the information about country and those countries universities information, so by researching I could know about different cultures, different rules and regulation to go into that country, about different embassy and their processing systems, living systems and about educational systems of foreign countries.
- Educational issues- by getting cases about the students I could know what types of problems and issues are facing to go to abroad for higher education by Bangladeshi students. Along with the problems how it can be solved that I am learning also from here.
- Professional activities- as this is my internship program I do not have any experience to be in professional environment and working experience. So, it is greatest learning to me that what can be the future environment or how should I do works in any organizations. How can be the works load, how can be the situation, what can be the skill of workings, how should deal with different kinds of people, how can be the professional meetings, work schedule, deadlines all the things are becoming an example for my future career.
- Developing internet skill- another great thing I am learning from here is internet skill. Yes, it can be said that how an organization is helpful to develop this skill but, in my case, it is like great training to me how authentic information can be collect from the internet, how should search pictures, data according to the requirements, how should run an official page, how to work in web page.

Finally, based on my experiences in future if anyone wants to join "VISAThing for Student" if they have following skills, it will easy to work here-

- User friendly with searching skill
- Good at convincing
- Good knowledge about foreign countries

- Experience of having some research activities

Implication of university internship program- how much important an internship program can be now I can understand during my working experiences. Many of us said internship program is just to arrange the paper or to staple the paper, but it is totally wrong. It is the effective experience which makes us prepare for our future career. For that I am thanking BRAC University to give this opportunity to prepare us for the new phase. Let me clarifying the advantage of making internship report first then it will easy to tell the future recommendation.

- To introduce a new organization- it is the way to introduce a new organization to everyone. For an example many of us may be don't know about "VISAThing for Student", so it is the big scope to introduce this company to my supervisor as well as other students who will get to know about this organization. Not only for the university but also it is the scope for organization that they have written copy or document that will help to describe them. It can be the example also that there is a internship report upon on them.
- Helpful for other agencies- by this report other agencies who wants to enter into the market can get basic idea how an organization already went into the market and about their strategies.
- Helpful for other students- in future may be others students will do the report upon on consultancy firm then it can be the example of those students. It can be guideline for them that how should they write the report upon consultancy firms and can be the guideline.

Following things should be in mind among internship program-

- To know about the organization in a better way that will help to write the report
- To give time on report
- Communicate with supervisor to get clear instructions
- To gather data of organization from before

6. Conclusion

I strongly believe that this internship will help me to reach to the pinnacle of my career. Every day at this workplace was like the summary of what I had learnt throughout the four years of my undergraduate life. This place took me out of the curricular knowledge and helped me to learn some of the cutting-edge techniques used in business. Meeting with new people and dealing with them in a corporate environment, I learned to develop relationships with my colleagues. This helped me become more adapt to uncharted territory. Every day I learned something new and different. The report is based on what I have experienced in this company and throughout my stay what I found would be better for this company. The office and people there were more like a second home to me. Work there was not monotonous but simultaneous. I learned how to face customers with their queries, how a brand is developing the strategies for their development, how to interact with customers through the digital marketing, how a company runs and its policies, more importantly I am furnishing my communication skill. Though 3 months was not the longest of periods for learning everything about this sector, the relationships that I have built can be considered as lifetime assets and my experience there has made me take my first steps towards a corporate life. And if I say about "VISAThing for Student" it has huge opportunity in the market as they are working for higher education at abroad and at present many students are focusing to go at abroad for the higher study. "VISAThing for Student" only need to utilize their resources and also give focus on business development as soon as possible. More important is that they should do campaigning, seminar, commercial to introduce them in a proper way along with the digital marketing.

Recommendation

1. Though ATL Marketing Campaigns of "VISAThing for student" is gaining the attraction of potential customers, the company should broaden their focus on the marketing through commercial activities as they do not have yet. If they will do commercial and use it in the TV channels and in YouTube, they can set their brand into more consumers mind and gain the attention.

2. Using by the line channels (Web Marketing, Social Media, Events) and making them more innovative the company can attain more customers as most of people use social medias nowadays. So it is very necessary to make them innovative for gaining consumers.

3. By the use of Google Analytics, “VISAThing for Student” can easily reach people who are seeking for visa.

4. The company can develop a customer record server. From which they can analyze their potential customers. As they have follow up list but hey should arrange some seminar or little engagement activities that consumer can know about them more.

5. “VISAThing for Student” can develop a proper after sales service for its customers. Through delighted customers the company can get more customers. It will help to remember the name of brand and it can be potential to refer others about the service.

6. “VISAThing for Student” can seek the help of a digital marketing firm if they are unable to use traditional or if they have less resource. It will be effective to reach into the market very strongly.

7. The company can contact with different educational institutions so that they can develop a community by arranging seminar or educational programs.

8. Needs to concentrate more on customer engagement. Since the customers are yet to know properly about the given services, retaining customers through communication channels is of great necessity. This will help create buzz-marketing as well in a broader perspective.

9. They should look forward for more convenience location for consumers. As there is a little bit complains about location difficulties, they should focus on that and they can shift toward s to Banani, Gulshan or Uttara, so that people can come easily and most of the embassy are in Gulshan and in Baridhara, so that it will be easy for them as well.

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Appendices

Official webpage: https://visathingforstudent.com/

Extra sites:

http://www.yourtripmate.com/

https://visathingexpress.com/

https://www.visathing.com/

http://offroadbangladesh.com/

https://www.facebook.com/VisaThingForStudent/

http://www.cookants.com/